

AFP SOCIAL STORIES: THE BEST AFP CONTENT FOR SOCIAL MEDIA

AFP Social Stories, a dynamic format that packages the best of the Agency’s photos and videos for social media, is now even better. In addition to the French and English formats already available, AFP is now offering a ‘raw’ format enabling clients to customise content in their own language and with their own brand identity.

Social networks play an increasingly pivotal role in how news is consumed, especially via the ‘story’ format widely available on major platforms like Facebook, Instagram, Snapchat, and YouTube. Launched in 2022, AFP Social Stories provides a comprehensive and tailored response to these trends.

Every day, AFP journalists curate the best global news content in the form of brief videos, **all under two minutes in length**. AFP produces **more than 50 of these social stories per week** in both French and English. Produced in a 9:16 vertical format, they integrate seamlessly into social networks, as well as websites and applications.

Since its launch, [AFP Social Stories](#) has given AFP clients a way to boost their social media impact. Compelling stories in various editorial formats (breaking news, top stories, offbeats) and a variety of topics help to boost engagement and reach.

To make this service even better, AFP is now introducing Social Stories in a new ‘raw format’. This new feature **excludes the integrated text**, allowing clients to incorporate their own narrative and brand identity. Each story in ‘raw format’ also includes a script that provides guidance based on suggestions from AFP journalists. AFP Social Stories is an efficient solution for newsrooms, **saving valuable production time**.

Social Stories are available on AFP News, a userfriendly platform that brings together all the Agency’s content in one place, around the clock.



About AFP:

AFP is a leading global news agency providing fast, comprehensive and verified coverage of the events shaping our world and of the issues affecting our daily lives. Drawing from an unparalleled news gathering network across 151 countries, AFP is also a world leader in digital verification. With 2,400 staff representing 100 different nationalities, AFP covers the world in six languages, with a unique quality of multimedia storytelling spanning video, text, photos and graphics.

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